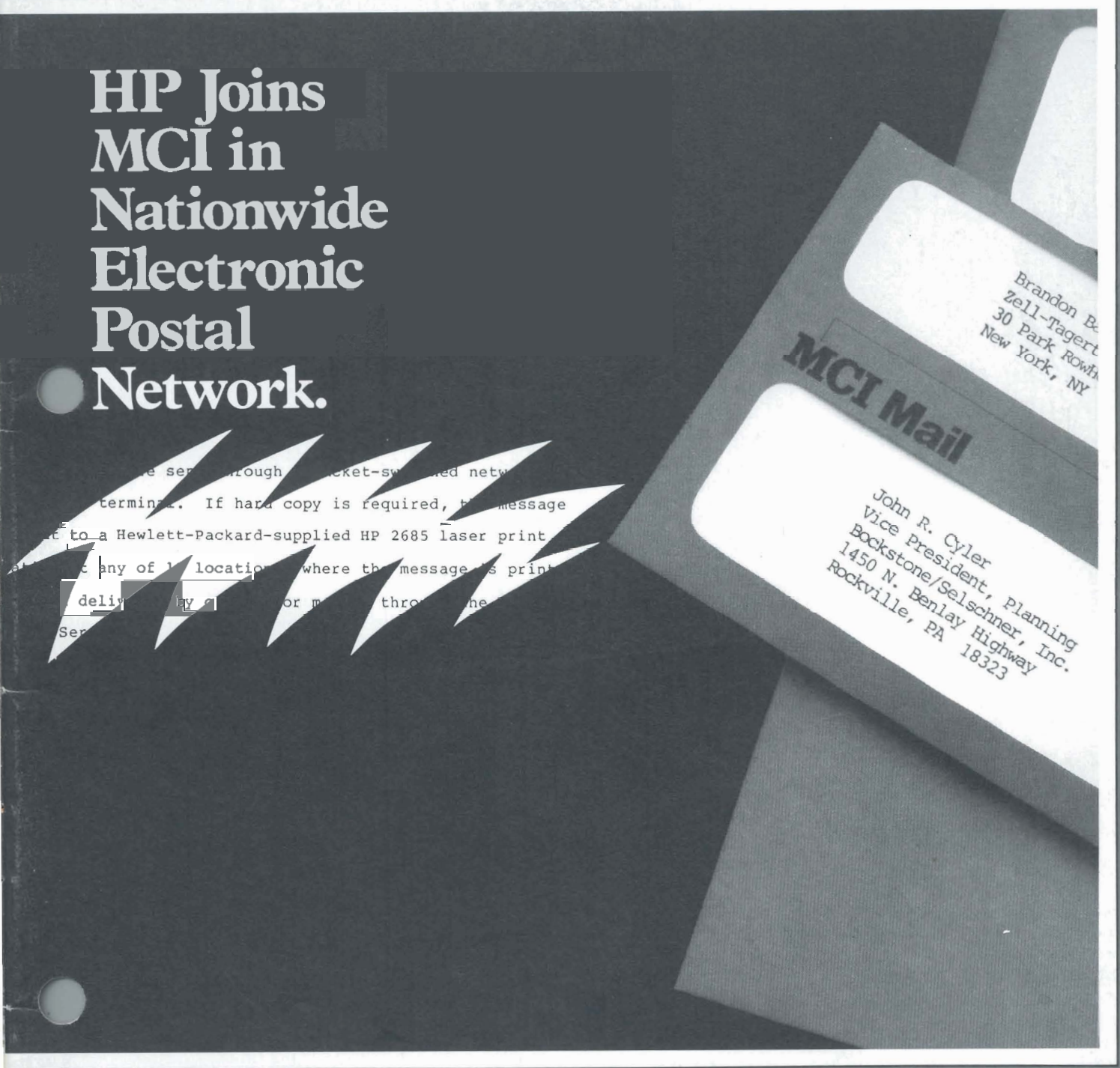
Computer News

For HP Field Personnel
November 15, 1983

HP Joins MCI in Nationwide Electronic Postal Network.



HP Computer Museum
www.hpmuseum.net

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Computer News

Vol. 9, No. 2

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Circulation
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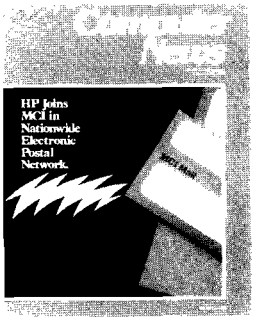
Computer News is published biweekly for Hewlett-Packard field personnel to keep you informed of new HP products and services.



COVER: HP 2685A Laser Print stations provide hard copy output for MCI's new nationwide elctronic postal system. See article on page 24.

COMPUTER MARKETING GROUP

CMG	Computer Marketing Group
3PP	Third Party Program
CSD	Computer Support Division
CSE	Computer Support Europe
CSO	Computer Supplies Operation
MA	Major Accounts

COMPUTER PRODUCTS GROUP

CPG	Computer Products Group
BCD	Boeblingen Computer Division
BEO	Boeblingen Engineering Operation
CSY	Computer Systems Division
DSD	Data Systems Division
EPD	Engineering Productivity Division
FSD	Fort Collins Systems Division
YCD	Yokogawa Computer Division

PERSONAL COMPUTER GROUP

PCG	Personal Computer Group
GPCD	Grenoble Personal Computer Division
HPPR	Hewlett-Packard Puerto Rico
PCD	Portable Computer Division
POD	Personal Office Computer Division
PSD	Personal Software Division
RTD	Roseville Terminals Division
VCD	Vancouver Division

BUSINESS DEVELOPMENT GROUP

BDG	Business Development Group
BDG-E	Business Development Group - Europe
AMD	Applications Marketing Division
BGD	Boeblingen General Systems Division
FSO	Financial Systems Operation
GCO	Guadalajara Computer Operation
IRO	Information Resources Operation
MPD	Manufacturing Productivity Division
OPD	Office Productivity Division
SRO	Systems Re-Marketing Operation

INFORMATION PRODUCTS GROUP

IPG	Information Products Group
BOI	Boise Division
CNO	Colorado Networks Operation
CPB	Computer Peripherals Bristol
DMD	Disc Memory Division
GLD	Greeley Division
GND	Grenoble Networks Division
IND	Information Networks Division
RND	Roseville Networks Division

INSTRUMENT GROUP

COL	Colorado Springs Division
LID	Loveland Instrument Division
NJD	New Jersey Division
LSD	Logic Systems Division
SDD	San Diego Division

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GENERAL

Hewlett-Packard Journal book now available

John LaCava/CSO

You might want to give this product away instead of taking orders for it. It's a handsome 364-page book containing reprints of important HP Journal articles from the last 33 years. The introduction was written by Bill Hewlett.

Now available through the Computer Supplies Operation, *Inventions of Opportunity: Matching Technology with Market Needs* makes a great gift for your good customers, one they'll keep on their bookshelves or desks as a constant reminder of their relationship with HP. Some of your customers may be ordering it right now and paying list price for it, but you can get it on a transfer-at-cost basis, which makes the cost low enough that you won't exceed most companies limits on gifts to employees.

In introductory remarks and chapter prefaces, Mr. Hewlett sets the scene for the market-driven technology developments detailed in the book's 31 reprinted articles.

Selected by a panel of 20 senior HP engineers, the featured articles were chosen for their description of products that contributed to the state of the art in electronics technology at the time of development.

In the early days, when the company had a modest program for research and development, HP engineers followed what they called "engineering of opportunity." This approach sought to match a market need with a technology that would produce an appropriate and commercially successful product.

Mr. Hewlett provides glimpses into the growing organization that continued to produce technological innovations through more than two decades, leading to the formation in 1966 of the centralized Hewlett-Packard Laboratories.

Among the articles are those on the first high-speed frequency counter, the HP-35 Calculator that replaced the slide rule in engineers' pockets, the beginnings of computer-controlled instrumentation systems, and many others. The introduction comments on each article providing insights into the dynamics of innovation and showing how a need, a technology, and creative people come together to produce a successful invention.

Cloth-bound, with dust cover, *Inventions of Opportunity: Matching Technology with Market Needs* is available exclusively from Hewlett-Packard. The HP part number is 92233B. To get copies at cost, send a HEART order to CSO.

The easiest way for your customers to order *Inventions of Opportunity* is to call HP's Computer Supplies Operation at one of the special telephone numbers listed here.

Location	Telephone Number
United States	800-538-8787
California	408-738-4133
United Kingdom	0734-792868
	0734-792959
France	(6)928 32 64
Belgium/Luxembourg	(02) 762 32 00
Switzerland	(057) 31 22 54
	or 31 22 59
Canada	(416) 678 94 30
West Germany	07031-142829
	07031-223133
The Netherlands	020-470639
South Africa	802-5111
	53-7954
	28-4178

Of course, customer orders may also be placed in the regular way through local HP sales offices.

The HP Rental Program — ideal for start-ups

Liza Lopez/SRO

The HP Rental Program is "Perfect for start-up companies," says San Ramon SR Sheridan Forbes. Sheridan recently pitched the program and closed a rental deal with CompuFund, a California-based financial service company. This start-up operation plans to use their HP 3000 S/IIIR rental to provide computerized mortgage listings to realtors in the San Francisco Bay Area.

Sheridan saw the Rental Program as the key to establishing a lasting business relationship with the fast growing CompuFund operation. "It's a wonderful opportunity for HP and we couldn't have closed the deal without the Rental Program," says Sheridan. There was heavy competition from brokers, but the Rental Program's Purchase Option Credits, Upgrade Credits and flexible month-to-month rental plan outsold the competition. Sheridan found the Rental Program easy to pitch and easy for CompuFund to understand. Her sales cycle took only two short weeks.

The Rental Program could be just what you need to close that deal with your start-up prospect. For more information on the Rental Program, contact SRO Sales Development at 408-738-8858.

November pricing for used lease equipment

Rhonda Livingston/SRO

For North America Only

Here's the latest price list for used lease equipment. Quantities are limited, so call for a product reservation today: Rhonda Livingston, 408-720-2482 or TELNET 720-2482.

November pricing for used lease equipment **

Product	SRO Price	Product	SRO Price
2382A	$1,360	7245A	$2,700
2601A	3,150	7245B	3,120
2608A	8,000	7580A	13,500
2621A	950	*82901M	1,480
2621B	1,070	*82905A	575
*2621P	1,395	82905B	625
2622A	1,725	9815A	1,160
2623A	2,490	9815S	1,460
2624A	1,750	9825A	3,550
2624B	2,550	9825B	6,900
2626A	3,000	9825S	4,750
2626W	3,950	9825T	7,300
2631A	1,800	9826A	7,600†
2631B	3,000	9835A	6,000
2631G	3,750	9835B	5,350
2635A	2,500	9836A	10,000
2635B	3,000	9845B	7,500
*2640B	1,100	9845C	19,500
2641A	3,200	9872B	3,500
*2645A	2,250	9872C	4,500
2647A	6,000	9872S	4,800
2648A	4,950	9872T	6,250
2671G	1,200	9876A	4,200
*45500A	1,325	*9885M	2,000
45500B	1,630	9895A	3,800
7221B	3,500	*13222N	60
7221C	4,500		
7221S	5,000		
7221T	6,250		
7225A	1,000		
7225B	1,150		

Terminal Options

#050	$725
*#007	600

Used lease equipment varies in age and condition and is not refurbished. Some products may have cosmetic flaws. All equipment is in working condition.

These are limited quantity products.

*Addition/Price Change since October 1, 1983

**Used Lease Equipment is currently not available for internal sales due to Legal and Tax restrictions. This type of equipment is not eligible for Employee Discount.

† This price is for base unit only, does not include options.

THIRD PARTY

Urgent: December 1 deadline for third party data kits

Marilee French/BDG

December 1 is the next submission deadline for all third party data kits. All data kits submitted on or before this date will be included in the January issues of these catalogs:

- Third Party Business Software Solutions
- Third Party Technical Software Solutions
- OEM Capabilities Guide.

Any data kits submitted after December 1 will be included in the quarterly catalogs to be published in April. So ***don't wait*** to send in those data kits to Lynn Gardner in Third Party Marketing, Business Development Group.

HP OEM receives ICP award

Dave Mahrt/3PP

Occasionally an HP OEM receives such recognition in the software industry that we at HP need also to tip our hats to that same OEM. Collier-Jackson, an OEM with HP's only software solution for the Newspaper Industry, has recently been awarded an ICP (International Computer Programs, Inc.) Million Dollar Award for two of their packages. CJ/CIRCULATION is a comprehensive, online circulation information system and CJ/PAYROLL is an online system providing automatic processing for variable pay periods. These awards were presented to recognize those companies whose software products have grossed one million dollars or more in sales since their market introduction. Dave Sloan, Newspaper Systems Division Manager for Collier-Jackson, has also received the ICP Super Software Seller Award for having sold over one million dollars of software products in a single year (1982).

In addition to being a Newspaper OEM, C-J is also an HP PLUS referenced software supplier on six of their packages: CJ/ADVANCED GENERAL LEDGER, CJ/PAYROLL, CJ/PERSONNEL, CJ/ACCOUNTS PAYABLE, CJ/ACCOUNTS RECEIVABLE, and CJ/ADVERTISING. Collier-Jackson is a company of 77 employees, two-thirds of whom are in programming and supporting roles for their more than 325 customers. C-J has field sales offices in New Jersey, Kansas, Florida, and Texas, and plans to open another office in Northern California in late 1983.

For more information about Collier-Jackson software in the Newspaper Industry or Financial Field, call or write:

Dave Sloan (Newspaper)
Laura Vaughan (Financial)
Collier-Jackson, Inc.
5406 N. Hoover Blvd.
Tampa, FL 33614
813-885-6621

or

Cheryl Arnold — HP Ft. Lauderdale.

Also in this issue

New HP Plus referenced CAD system available 15

GENERAL

New support program for HP personal computers

Betsy Stolte/CSD

On November 1, the new Personal Software Assistance Center (PSAC) in Santa Clara, CA went into full operation for the US. This launches an exciting new support program for Series 80 and Series 100 personal computer software and for selected application software on the Series 200 (currently Context MBA™, VisiCalc®, and CP/M®-68K). This new program will be supported in Europe and ICON by the Country User Centers.

Coinciding with the new program, CSD has made several changes to its personal computer software support program. Series 80 and Series 100 Systems Information Service (SIS) software support products have been obsoleted (product numbers 82900K, 98090K, 98091K, 45530K, and 45536K). CSD has sent all US SIS customers a letter about the new Assistance Center and a coupon, good through December 31, 1983, for a free HP 12C, 15C or 16C calculator. Europe and ICON will be implementing similar programs shortly.

The Series 100 Software Notification Service (SNS) is now available through CSO as the *Series 100 Communicator* subscription (P/N 45530A — US, 45530B — Canada and Mexico, and 45530C — Europe and ICON). Customers may order a subscription either through their sales office or directly from CSO. A similar Series 80 subscription will be available in early 1984.

We will continue to offer all current Series 200 SIS, SSS, and SNS products.

Context MBA™ is a trademark of Context Management, Inc.
VisiCalc® is a registered trademark of VisiCorp.
CP/M® is a registered trademark of Digital Research, Inc.

800-FOR-HPPC Telemarketing

Julie Ayers/PCG

For US Only

Since the Telemarketing Group, 800-FOR-HPPC, came on board October 1, in Cupertino, California, the twenty-three member team has been handling approximately 700 to 800 calls a day. The Telemarketing Center offers pre-sale support for Series 10 through 200 and can answer questions on the following topics:

Series 10 through 200 pre-sale

- Advertising responses
- Promotional literature orders
- Location of and referrals to authorized HP dealers and HP US Sales Offices
- Location of and referrals to Regional Demo Centers and Personal Computer Centers
- System Configurations
- Accessories, peripherals and software (appropriate applications, prices, where to order)

The group receives a myriad of calls, varying from basic dealer referrals to highly technical questions covering the entire spectrum of HP products. For example, a customer may inquire as to how to connect another company's printer to an HP-86B, or why an HP-12C or HP-41CV is locked up from static trauma. Others may call requesting to become Hewlett-Packard dealers. A few, ranging from disappointed to irate, ask to speak with marketing or division managers or, occasionally, with the company president. Typical questions include:

"Can I get the optical wand stickers to create my own bar code?"

"I'm looking for a new computer you're making. It's a 32-bit, super number cruncher. Do you know which one it is?"

"I'm doing a linear regression on an HP-12C and my answers aren't correct. What could be wrong?"

"Can you send information from an HP 9816 computer to an HP 150?"

"This is the fourth number I've been told to call in this company." (This call is designated high priority!)

Not all questions are problems, however. Every day, calls exceed the desired three to four minutes while a customer praises a product and relays that Hewlett-Packard is a great company. (All parties pleasantly agree!)

The close, centralized arrangement, with a team of strong, technical, backup engineers interspersed strategically among the group, is designed to maximize efficiency and offer the greatest possible quality support to the customer. When front-line people receive technical questions beyond their scope, the support team of engineers goes into action to help the customer solve the problem.

Although the 800-FOR-HPPC support team will accept calls from anyone, their primary mission is to provide quality customer support in the Field Sales tradition — the customer and the customer's needs are always first. A computerized call management system set up in the immediate area monitors the quantity of calls and the timeliness of support the customer receives (holding time, length of call).

November advertising could double daily call volume, but the Telemarketing Group is committed to maintaining its standards of excellence. Their philosophy is one of team effort that might best be described with "the buck stops here" in Hewlett-Packard — each engineer and customer representative willingly acts as a customer's escort into the company. If a question cannot be immediately answered, the customer's name is taken, a call-back promise is made, research is done — and the customer's call is *always* promptly returned! In rare cases we will refer the customer to a more appropriate phone number.

Currently, hours are 6:00 a.m. to 6:00 p.m. Pacific Standard Time. Extended operating hours from 6:00 a.m. to 12:00 midnight will be available beginning November 7, when TV advertising begins.

Dealer Cooperative Support for HP PCs in Europe

Jim Duncan/CSE

For Europe Only

Customer Support Europe announces the availability of European Dealer Cooperative Support for HP dealers selling personal computer products. Dealers in Europe will be able to sign up as of November 1.

The program enables dealers to offer a full support option to their end-users which includes maintenance and repair of products. The DCS program now allows selected dealers to become qualified *Authorized HP Personal Computer Dealer Repair Centers,* by providing these dealers with the training, parts, and technical information required to service selected products. Major features of the program are as follows:

- Free product maintenance training for one dealer technician to be given at the country FRC office
- Free Hardware Subscription Service, to be distributed from SDC, Grenoble
- Discount of 25% on eligible parts, that is, initial kits and ongoing parts requirements
- Warranty reimbursements
- Recommendations on inventory stocking
- HP backup support from the FRC office.

DCS is currently available on the HP 85A, 86A/B, 82905A/B, 7470A, 9816A/S, HP 82901 and 9121 families, 9130A and the HP 120.

To qualify for the program, dealers should be prepared to invest between $600 and $3000 per product in parts kits.

To help introduce the program in your country and qualify dealers, the Country CE Managers have already received the Operational Support Plan, put together by the European Project Team for Dealer Cooperative Support.

If you have any questions, please feel free to contact us at CSE Marketing, Grenoble.

HP 9111A tablet utilities for HP-86/87 and Series 200 now available

Dave Kaverman/SDD

The HP 9111A Utilities for the HP-86/87 and the Series 200 (Models 16, 26, and 36) are now available from the Series 80 and Series 200 Exchange Libraries for contributed software. This software provides a set of basic tools similar to the HP 9845 utilities.

Using the individual programs, you can

- make simple drawings on the CRT
- move, rotate, and rescale drawings
- store, modify, and retrieve drawings
- create custom menus
- copy the drawings or menus on a plotter or printer.

The user's manual provides data structures to enable you to modify these programs.

In addition to basic tools, the utilities package provides subroutines programmers can use to develop customized, menu-based application software.

The following table outlines the hardware requirements for the Utilities package.

	Series 200 Computers			Series 80 Computers	
	Model 16	Model 26	Model 36	HP-86A	HP-87B & 87A/XM
Operating System	BASIC 2.0			(standard)	
Memory Requirements	256Kb (after BASIC operating system is loaded)			128k available memory	
Interface	HP-IB (standard in all models)			HP-IB (HP 82937A)	HP-IB (standard)
Mass Storage	HP disc drive (3½" or 5¼")	(standard)		HP disc drive (3½" or 5¼")	
Graphics Tablet	HP 9111A Graphics Tablet			HP 9111A Graphics Tablet	
HP-IB Plotter (optional but highly recommended)	HP 7470A, 7475A, 7580A/B, 7585A/B, 9872C/T			HP 7470A, 7475A, 7580A/B, 7585A/B, 9872C/T*	
Printer (optional but recommended)	Any HP-1B graphics printer (except HP 9876)			Any HP-IB graphics printer (except HP 9876)	

**A plotter ROM (P/N 00087-15002) and ROM drawer (P/N 82936A) are required to use plotters with the HP-86 or HP-87.*

Exchange Library

The Exchange Library is similar to a user's group. Through the library, users can purchase basic software routines and utilities developed by other users. Consistent with software provided in such a manner, Exchange Library software is not an HP product and is not supported by HP or the contributor. Consequently, the software is on an *as is* basis.

Ordering information

The new 9111A Utilities can only be ordered from the applicable Exchange Library. Ordering information follows:

9111A Graphics Tablet Utilities for HP-86/87

Catalog Number: 8391006
Price: $50
Disc Size: Specify 3½" or 5¼"
Phone Orders: 503-757-2000 (Credit cards only, VISA or Mastercard)
Mail Orders: (Payment must accompany order)
Series 80 Exchange Library
Hewlett-Packard
1010 N.E. Circle Road
Corvallis, OR 97330

9111A Graphics Tablet Utilities for Series 200

Catalog Number: 62.9201
Price: $50
Disc Size: Specify 3½" (Option 630) or 5¼" (Option 650)
US Phone Orders: (Credit cards only, VISA or Mastercard)
1-800-538-8787 (outside California)
1-408-738-4133 (in California)
Mail Orders: (International customers, including Canada, must order by mail; payment in US currency must accompany order)
Hewlett-Packard
Exchange Library Administrator
Computer Supplies Operation
P.O. Box 60008
Sunnyvale, CA 94086
Internal Orders: Send to the above address with a purchase order

HP-75

HP-75C helps test telecommunications equipment

Warren Catchpole/PCD

Special Bulletin: A major account customer uses the HP-75C to program remote test equipment — saving time and money.

One of the world's largest companies — a communications firm on the East Coast (and a Major Account) — has recently approved a project that will take the HP-75C on a globe-trotting expedition around the world.

Taking advantage of the HP-75's HP-IL interfacing capabilities and supporting accessory items, test engineers have been able to configure a fully portable system that has been demonstrated to be an effective and economical programming device for use on telecommunications test equipment.

Here's how the application unfolds. As a test engineer for a communications company, you know that you will be expected to periodically travel to remote sites to perform diagnostic tests on telecommunications equipment. On this particular trip you have been given the assignment to run a series of programs on a set of sophisticated test equipment that will help you determine the rate and location of aging changes on submerged phone/telecommunications cables.

In the past (before the advent of the HP-75C), you had to allow a considerable amount of time for these series of tests because each one of the many diagnostic programs had to be typed directly into the test equipment. You knew that the possibility of making a typing mistake was relatively great (given the length of many of the programs), thus increasing your sense of caution — making an already time consuming and repetitive task even more so. But this time, because you have the HP-75C (along with an acoustic coupler and an HP-IL/HP-IB Converter), you are able to run your diagnostic tests rapidly and accurately.

Using the HP-75C, engineers working at remote sites can communicate over the telephone lines directly with an HP 1000 located back in the United States. Drawing on the diagnostic test programs contained in the HP 1000 library, the engineers are able to down-load the appropriate program directly from the HP 1000 to the HP-75C. Once in the main memory of the HP-75C, the engineer is then able to program the test equipment by transmitting the necessary instructions directly into the equipment via the HP-IB interface. (Hence, the requirement for an HP-IL/HP-IB Converter.) As a result, engineers are able to program their test equipment in a matter of a few minutes with confidence that they haven't made a typing error.

And once the test equipment has completed the diagnostic procedures, the engineers continue to use the HP-75C's data communications link with the HP 1000. This time though, the information flows in the opposite direction, as the test results are transmitted back to the HP 1000 where they can be compared to previous test results and a real-time analysis can be conducted — making it possible to identify immediate problems. (In the past, test engineers would often have to wait several days before the test results could be verified and problems corrected.)

According to the field engineer, Peter Dragunas, this application of the HP-75C has saved his customer both time and money by dramatically shortening the amount of time required to initiate the tests and insuring that the diagnostic programs are input accurately.

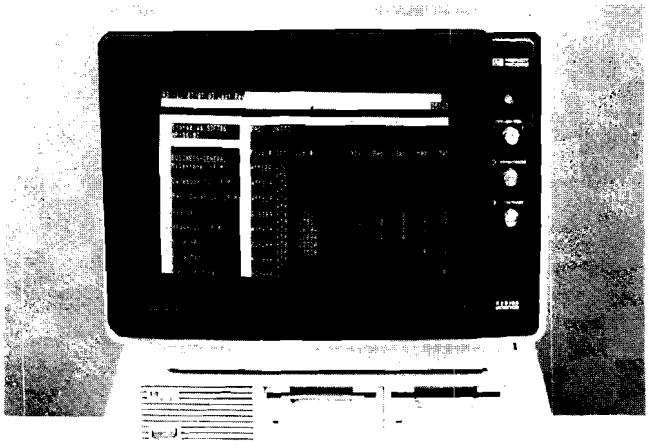
And why was the HP-75C selected? "Because," as Peter recalls, "it suited the customer's needs for a very portable, powerful data acquisition/control device that had the ability to communicate with both the HP 1000 and the diagnostic test equipment — and the customer realized very quickly that the HP-75C was the product that could do the job!"

Computer Museum

SERIES 80

Anti-glare filters go personal — on the HP-86

Meg Weaver/CSO



CSO has expanded its line of anti-glare filters to include one for the popular 12-inch monitor of the HP-86.

This filter is constructed of the same high-quality, optically coated glass as those already offered for the HP 262X and HP 264X terminals. The frame is sturdy plastic and is attached to the units with easily applied Velcro® strips.

We think you and your customers will be impressed with the increased contrast and comfortable viewing these filters afford.

P/N	System
92207C	HP-86 12" monitor (82913A)
92207A	HP 125 and HP 262X series
92207B	HP 264X series

All are priced at $110 each (US list)

SERIES 100

Price reductions on the HP 120 and HP 125

Pervez Qureshi/POD

With the introduction of the HP 150, many people have been wondering about pricing on the HP 120/125 personal computers.

Here is the first step:

Price Reduction

Effective November 1, 1983, prices on the HP 120/125 will be slashed.

P/N	Product	Was	Now
45600A	HP 120	$2775	$1920
45500B	HP 125B	2775	1920
45605A	HP 120, 9121D VisiCalc®, Graphics & Condor (20-1)	3795	3190
And introducing			
45505A	HP 125, 9121D, WordStar®, MailMerge & Condor (20-1)	—	3190

Combined with the normal discounts, customers have a great opportunity to buy in volume quantities while supplies for HP 120/125 last. These units can be used as both terminals or personal computers.

The bundled systems are available for immediate delivery.

VisiCalc® is a US registered trademark of VisiCorp.
Condor is a US trademark of Condor Computer Corporation
WordStar® is a US trademark of MicroPro International Corporation
MailMerge is a US trademark of MicroPro International Corporation

SERIES 200

Also in this issue

New HP Series 200 BASIC language products available 17

1000s

Announcing HP QDM-ASSIST

Norma Sengstock/AMD

There are three modules of HP QDM-ASSIST (Customer Application Analysis, Implementation Team Training and Project Implementation Assistance) that provide the framework and specialized resources required to help your customer in the successful implementation and operation of Quality Decision Management/1000. These services, when combined with the contractual support and the software, give the customer a solution for increased productivity.

The HP-ASSIST program is based on the philosophy that implementing an application system represents a significant project on the part of the customer. Success depends on establishing a clear set of objectives, developing a realistic plan for achieving them, then marshaling the required resources and project management talent to carry out the plan.

The HP QDM-ASSIST consulting and training services represent Hewlett-Packard's commitment to help maximize your customer's success with QDM/1000. These services augment the customer experience and expertise, but do not replace it. The HP-ASSIST services are delivered by an experienced CSR who has background and training in manufacturing and statistics.

Below, you will find an outline of the three HP-ASSIST modules and a brief description of each module.

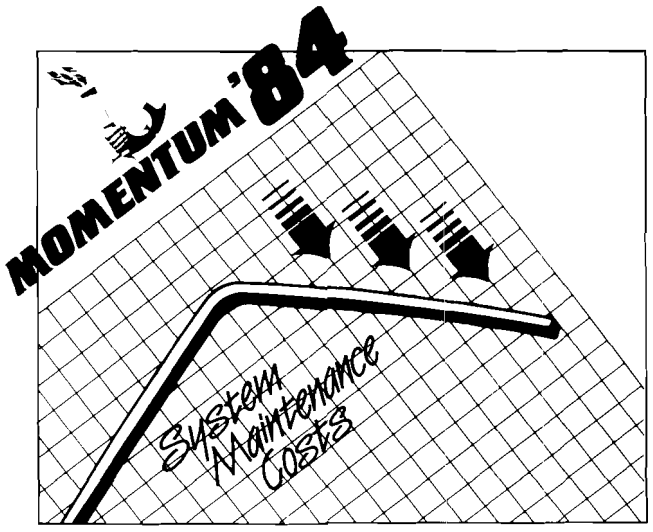
Module	Description	P/N	Price
Customer Application Analysis (CAA)	• Application Fit Analysis • Written summary of defined requirements	92130 + 61A	$2,100
Implementation Team Training (ITT)	• Prepare project team for implementation • Set realistic goals • Define milestones	92130 + 63A	4,300
Project Implementation Assistance (PIA)	• Advice and guidance in developing a project plan • System configuration • Consultation on methods and procedures • Assistance in identifying variance from plan and alternatives for corrective action • Assistance in developing user training • Post-implementation review	92130 + 65A (A product only) 92130J + 65A (J product only)	10,500 7,900

The logical, orderly framework of HP QDM-ASSIST will often shorten the implementation process and maximize the customer's success. It will result in a higher level of customer satisfaction and a higher probability of future successful operation. Most importantly for you, the process helps target the right prospects earlier in the sales cycle and ensures a successful "fit," thus weeding out potential problem accounts. The HP QDM-ASSIST services maximize the likelihood of our customer's independent success — strengthening HP's competitive position in offering solutions!

9000s

HP 9000 Series 500 maintenance prices reduced

Dick Anderson/FSD



When was the last time you heard of a price reduction for maintenance of a product? The trend today is definitely up, and customers are concerned. Now you have the opportunity to reassure buyers of HP 9000 Series 500 products that, not only are their systems maintainable, but the associated costs (which were already competitive) have now become even more reasonable.

As an example, the Systems Monthly Maintenance Charge (SMMC) for the HP 9020A has been decreased 35%. The SMMC for an HP 9040A has been decreased 50%. The former prices had offered a competitive maintenance solution, but now, as a result of the proven reliability of NMOS III, you can offer your customers the same coverage for a dramatically lower price.

These factors offer you the edge for closing sales to customers who ask questions about cost of ownership and reliability. Although average cost figures and reliability numbers can be questioned, in this case we really put our money where our mouth is. You can quote a dollar figure for guaranteed system maintenance.

As you know, although these products are reliable, the cost of repair is still quite high. This also can be a positive factor to sell maintenance agreements, because the easily-budgeted monthly amount is much preferable to an unplanned service bill that could amount to many months of coverage.

Please discuss the advantages of these services and their exciting new prices with all your Series 500 customers. With our competitive prices and proven services, you have a great opportunity to sell a maintenance agreement with every product.

HP's NMOS-III VLSI circuits offer state-of-the-art reliability

Rick Greer/FSD

It is no accident that Hewlett-Packard proprietary NMOS-III Very Large Scale Integration (VLSI) circuits exhibit state-of-the-art reliability. Careful attention to well-documented circuit-design standards, innovative design techniques, work centers, statistical quality control methods, and reliability improvement programs are all factors in this success. The contribution of each of these factors is discussed below.

Circuit design standards

Strict adherence to well-documented, proven circuit-design standards was used in the development and ongoing refinement of the NMOS-III VLSI chips. No changes to the standards are permitted without thorough engineering review of statistically controlled experiments verifying that such changes will have only positive effects on circuit design.

Innovative design techniques

NMOS-III reliability benefits from innovative circuit design and use of materials. Four major traditional NMOS failure modes were designed out of the NMOS-III technology. These are:

- *Threshold voltage shifts caused by ion-contamination which result in NMOS device instability.* NMOS-III overcame this problem through the combination of very pure raw materials and Gettering techniques, which control ion impurities.
- *Electro-migration of aluminum metal ions.* NMOS-III overcame this problem by using a refractory metal (tungsten) with a much higher melting point, hence, much less susceptibility to migration.
- *Silicon alloying (metalization) at metal interconnect contacts.* NMOS-III overcame this problem through use of a proprietary metal.
- *NMOS threshold voltage instability caused by high electric fields in the gate region (hot electron injection).* NMOS-III designers overcame this problem by careful attention and refinement of design standards.

NMOS-III circuits dissipate up to eight watts of heat when pushed to operational limits. Such waste heat must be efficiently carried away from the chip to prevent damage. Normal heat sinking methods and packaging constraints were unacceptable. The solution, another new HP-developed technology, was to bond the NMOS-III chips directly to a large, copper-based substrate which doubles as a circuit board. HP designers dubbed this new technology ***finstrate.***

Fault-tolerance is also designed into the HP NMOS-III circuits. The entire sytem is designed to provide single-bit correction and double-bit detection of errors.

Work centers

All HP employees engaged in development, production, and refinement of NMOS-III chips are required to participate in ***work centers.*** Work centers provide a forum for managers, engineers and production personnel to openly discuss process problems and refinements. Each work center is closely coupled to a specific NMOS-III process stage. Work centers complement NMOS-III yield-improvement and reliability-improvement programs.

Statistical quality control

Statistical quality control is used extensively in the NMOS-III process and design. Techniques include control charts for ***all*** operations and statistically-designed experiments. These results and analyses are fed back to circuit designers/refiners in a tightly-coupled closed loop. New processes are verified through statistical quality control techniques so as to have positive benefit before integration with existing processes.

Reliability improvement program

An HP lab team has the task of refining NMOS-III reliability. This team accelerates the failure mechanisms of certain chips by subjecting them to environmental and operating extremes such as high temperature or overvoltage. The team performs "post-mortem autopsies" on all available failed NMOS-III chips, regardless of whether the chips failed due to experimentation or field conditions. Some of the Reliability Improvement Program successes are:

- Refining CPU circuit design to reduce its power dissipation from eight watts to five watts
- Alpha particle hardening on circuit assemblies
- Improving NMOS-III tolerance to electrostatic discharge (ESD).

Summary

HP's commitment to quality and reliability has realized direct results and benefits in the NMOS-III program. In little more than a year, NMOS-III chip failure rates have been reduced 85%. In fact, it now appears that the highest cause of failures in HP's NMOS-III products may be problems with board edge connectors, and not NMOS-III components. As a result, products based on NMOS-III, such as the HP 9000 Series 500, benefit in improved reliability in two ways:

- NMOS-III circuit reliability means that the circuit assemblies do not fail very often, and
- NMOS-III circuit density (up to 720,000 transistors on a single chip) means that fewer assemblies are needed in a computer for a given level of functionality. And using fewer assemblies in a product increases its reliability.

National customer chooses HP 9020B for CAE

Al Sperry/BDG

At the Wilsonville, Oregon, HP sales office, SE Ed Mitchell and SR Chuck Wain have something to smile about these days. This year to date, 67 HP 9020Bs running HP-UX have been ordered for CAE applications by a national customer.

The customer decided about four years ago to standardize on desktop graphics. Prospective vendors, including HP, were given a request for procurement, including tight specifications for the system to be supplied, as well as 22 different test problems to solve.

There was a challenge to meet the system specifications, because it included RJE capability and a large digitizer of a type HP does not offer. Ed went to work and modified the Series 500 terminal emulator to run with a Datalynx 2780/3780 protocol converter in BASIC.

To solve the digitizer-compatibility problem, a San Diego, CA-based software/systems firm, Tetra Tech Services, Inc., was called to help. SR Jack Gartlan of the San Diego sales office helped in the cooperative effort. Tetra Tech wrote the drivers for a CalComp 9000 digitizer, and offered to supply installation services and operator training for the systems.

A responsive bid was submitted. The customer's experience with the HP 9845 in previous applications may have helped; at any rate, the award was made on the HP/Tetra Tech proposal, and the systems will start being installed before the end of this year at a rate of about 20 per month. Each system includes an HP 9020B with HP-UX and 1Mb RAM, an HP 7908 disc drive, an HP 7580 plotter, the Datalynx converter, and a CalComp 9000 digitizer. Additional sales may include 20 to 30 systems per year over the next two years.

CAE applications include designing logging roads with cut-and-fill computations, designing logging rigs with maximum loading and stress points, and perspective plotting to obtain maximum logging effectiveness without degrading the appearance of the affected forested area.

Increasingly complex applications such as these require sophisticated systems, often including non-HP equipment. This example shows some of the things that can be done to meet all customer requirements. Our hats are off to Ed, Chuck, and Jack for a well-strategized and executed sale!

New HP Plus referenced CAD system available

Al Corbett/FSD

The DGS-2000 CAD package is a new HP Plus referenced product that comes from Data Automation, San Diego, California. This package, which is available for the Series 200 and the HP 9020 products, offers versatile CAD solutions at an attractive price. For example, the complete system with an HP 9816S costs less than $13,000 US:

Model	Product	Price (US list)
HP 9816S	Computer	$5,550
HP 9121D	Disc	1,270
HP 9111A	Tablet	2,275
HP 7475A	Plotter	1,895
DGS-2000	Software	1,995
	Total	$12,985

Adding an HP 7580 D-size plotter, a graphics tablet, and DGS-2000 to an existing system results in an incremental sale of about $20,000 US, or a complete HP 9020-based system sells for about $40,000 US, depending on hardware and other options.

Data Automation is willing to customize the package. Also, two options are available. Option 001 is a software maintenance/update service and toll-free hotline for $400 US per year, and Option 002 is a source-code documentation manual for $155 US.

Users of the DGS-2000 package, including two universities, give the menu-operated system high marks, saying it is very friendly and easy to use, and that the user does not need the documentation.

For more information, contact: Data Automation, 10731 Treena Street, Suite 106, San Diego, CA 92131. Phone 619-695-0806.

Selling solutions with third-party software

Al Sperry/BDG

Dan Merriman, SR with the HP Lexington, MA sales office, recently brought in an order for $110,000 for HP hardware and third-party software as a result of eight months of persistent effort.

The customer, an electronics component supplier, wanted a system to design and draft production and test equipment designs. Receiving the invitation for a quotation were most of the CAD vendors. Customer evaluation of all the possible systems took about six months.

Dan's understanding of the customer's needs and knowledge of Com-Code's mechanical design software helped him convince the customer's decision makers to take a serious look at Com-Code. Dan used a another Com-Code customer in Melrose, MA, to convince the customer that HP has a good mechanical design solution. Then he arranged to have a Com-Code representative fly in from Michigan to present our solution to the customer's upper-management decision makers.

About a week later, Dan used an implementation/support plan to review the final system configuration and review the hardware/software support with the engineering department manager.

A competitor's last-minute effort to sneak in and take the order was soundly repelled. Dan received a well-deserved order consisting of three HP 9836CSs, one 9816, a 7585B, a 7912, and a Shared Resource Management system.

Dan used HP resources and an HP Plus software supplier effectively and persistently to sell a complete solution. This kind of strategy spells success!

New Series 9800 Exchange Library catalog

Jennifer Mitchell/CSO

Spread the word — the Series 9800 Exchange Library is a source of inexpensive, useful applications software and utilities for HP 9845 users.

The September, 1983 issue of the Series 9800 Exchange Library Catalog is now available from Computer Supplies Operation (CSO). It is packaged in a two-volume set which includes:

- Technical Systems Software Solutions
- Series 9800 Exchange Library Software.

The catalog set is priced at $25 US (P/N 5957-4315). It can be purchased by subscription for $80 US for four issues (P/N 5957-8403).

Orders for library software should now be called into CSO over our direct order lines — 800-538-8787. In California call 408-738-4133.

Library submissions should be mailed to:
Hewlett-Packard
Attn: Exchange Library Administration
Computer Supplies Operation
P.O. Box 60008
Sunnyvale, CA 94086

3½" Micro-floppy and Mini-Winchesters on the HP 9845B/C

Dawn R. Mahowald/GLD

Now there's a solution for data interchange between HP 9845B/C and Series 200 along with an inexpensive mass storage solution on the 9845B/C. All it takes is a special third party MSROM (developed by Structured Software Systems in conjunction with Greeley Division) and a low cost/high performance flexible or Winchester disc drive from Greeley Divison.

Frank Key, president of Structured Software Systems, Inc. (SSS), has just announced a mass storage ROM for the 9845B/C. The mass storage ROM, available for $600 US, can be used independently or in conjunction with the Hewlett-Packard 9845 mass storage ROM. It will allow the 9845B/C to support the HP 9121D/S (3½" micro-floppy disc drives), HP 82901/2M (5¼" flexible disc drives), and HP 913XX (5, 10, or 15Mb Winchester disc drives).

Also, if your customers need to exchange serial data between the 9845 and the Series 200, all they will need is the MSROM and the SSS LIF Utilities Software to translate the data from one system to the other.

For more information on how to order this ROM and the software, contact: Frank Key, Structured Software Systems, Inc., Box 1072 - Irick Road, Mt. Holly, NJ 08060, Telephone Number: 609-267-1616.

New HP Series 200 BASIC language products available

Kathy Miner/FSD

Three new products are available for HP Series 200 BASIC users:

- **Binary program to support HP 9133XV and 9134XV 15Mb Winchester drives**

  A binary program to support the new HP 9133XV and 9134XV 15Mb Winchester drives is available for BASIC Extensions 2.1 users. (Note: The binary works only with BASIC Extensions 2.1, not with Extensions 2.0.) Here's how your customers can get the binary:

  Customers who get BASIC Extensions 2.1 (P/N 98612A) now will receive Rev B of disc 1 (P/N 98612-11X24*) which contains the binary, and a document describing how to use the binary (P/N 98612-90095). Current BASIC Extensions 2.1 owners who are on SIS or SSS (P/N 98087K/S) will automatically receive the binary. Customers who order BASIC upgrade kits will also receive the binary. Finally, for BASIC customers who do not fit into the above categories, the binary is available from CSO (P/N 92238A for 3½" disc, or 92238B for 5¼" disc; price $42 US). SEs on the worldwide FSD Series 200 Software subscription service will receive the binary.

  The binary filename is *XV2_1*; it needs to be LOADed after LOADing *AP2_1* and requires an additional 896 bytes of RAM.

- **ROM BASIC 1.0 to 2.1 upgrade kit**

  A ROM-based BASIC 1.0 to ROM-based BASIC 2.0 plus Extensions 2.1 upgrade kit is available from CPC (P/N 98602-69661). The price is $1,900 US with the exchange of BASIC 1.0 ROM boards. See August 1 *Computer News*, for information on the ROM-based BASIC 2.0 to ROM-based BASIC 2.0 plus Extensions 2.1 upgrade kit (P/N 98602-696X0*), priced $1,500 US with exchange of BASIC 2.0 ROM board.

- **Series 80 to Series 200 BASIC translation guide**

  If your customer is moving HP Series 80 BASIC programs to a Series 200 computer, this document will be valuable. Due to low expected usage, the document does not have a product number and will only be available through SEs. SEs and PICS centers will receive the document through the Worldwide FSD Series 200 SE Subscription Service.

**X = 3 for 3½" disc, 5 for 5¼" external disc, 6 for 5¼" internal disc.*

3000 SERIES

HP 3000 goes Arabic

هيولت ـ بَاكرد

Victor Canivell/HPSE and Debbie Herrud/BSE

Arabic is now supported on the HP 3000. The Area South Organization, which has responsibility for the Middle East, is closely cooperating with the HP product divisions to have Arabic language support and localization for the computer products. We have recently completed phase one of the project, which includes support of the bilingual HP 2622A terminal (Options G06/G07), a special bilingual serial matrix printer and the bilingual HP 2608S line printer (Option S21). This supersedes previous bilingual peripherals, the HP 2645R (now obsolete) and the HP 2611A (Option H08), which had only limited Arabic support.

Support of Arabic presents several challenges. One is the direction of text, which is right-to-left. The second challenge is the fact that the shapes of characters depend on their location in the word (i.e., beginning, middle, end, or standalone). Hewlett-Packard's solution uses ***contextual analysis,*** an algorithm that chooses the right shape for each character to solve this second challenge. Such an algorithm also takes into account the fact that Arabic is a calligraphic script in which most letters are joined to each other. Contextual analysis is not yet widely supported by other computer vendors (IBM doesn't have it yet).

The sophisticated contextual analysis supports 120 Arabic shapes on the HP 2622A and a special bilingual serial matrix printer, and 98 shapes on the HP 2608S line printer. As a reference, Arabic typewriters have about 70 Arabic shapes and a telex machine has only 52.

The HP Arabic solution on the HP 3000 and bilingual peripherals support the new ASMO standard 449 (October 1982) Arabic character-set CODAR-U/FD.

Most FOS subsystems operate with the Arabic character-set. An 8-bit Arabic character-set has been defined which incorporates CODAR-U/FD.

For information on specific software support considerations, please contact Victor Canivell, HPSE (COMSYS 1305).

Ordering information is as follows:

Product	Option	Description	Price	Notes
HP 2622A Terminal	G06	Arabic /English bilingual	$ 950	• All other options apply, including the thermal printer (Option 050) which prints Arabic • Options G06 and G07 are considered ***specials*** and are orderable from Grenoble. • An HP 2622A (Option G06) data sheet is available with P/N 5953-0988 (63) EN.
	G07	Arabic bilingual with serial interface for a special bilingual serial matrix printer	1,350	
HP 2608S Printer	S21	Arabic character set	$ 400	• All other options apply • Option S21 is a ***special*** and is orderable from Boise. • The HP 2608S requires a version of the spooler available from Area South to print in contextual mode. • The HP-IB and the multipoint interfaces on the HP 2608S have been tested and the performance in Arabic mode is 260 lpm (HP-IB and 19200 bps MTS), or 125 lpm at 9600 bps MTS. CPU overhead is minimal.

The HP 2622A (OptionG07) supports special serial matrix (not passthrough) printers in the range of 300//20 CPS in bilingual Arabic mode. Ordering information is available from Area South Headquarters (Joe Dietzgen, COMSYS 1305) and Area South/Middle East Headquarters (Seppo Laube-Pohto, COMSYS 7600).

For further information on HP's Arabic products, including an internal HP Arabic *facts* binder, contact Victor Canivell at Area South Headquarters (COMSYS 1305).

Recent IBM 4300 announcements

Steve Schield/SMC and Vance Ikezoye/CSY

The purpose of this article is to acquaint you with a brief overview of IBM's recent 4300 announcement and to provide a preliminary assessment of its impact on HP 3000 sales strategy.

Announcement highlights

- *Glendale* Series of 4300 CPUs was finally announced. The CPUs introduced are:

4361 Group 4:	
Performance	.8-1.0 mips
Price	$150,000 with 2Mb memory
Price/mip	$170,000
Memory Size	12Mb maximum
4361 Group 5:	
Performance	1.1-1.3 mips
Price	$200,000 with 2Mb memory
Price/mip	$170,000
Memory Size	12Mb maximum
4381 Group 1:	
Performance	2.0-2.1 mips
Price	$370,000 with 4Mb memory
Price/mip	$185,000
Memory Size	16Mb maximum
4381 Group 2:	
Performance	2.5-2.7 mips
Price	$500,000 with 4Mb memory
Price/mip	$190,000
Memory size	16Mb maximum

- 4341 price-cuts averaging around 10%
- Memory prices cut 25% to $7,500 per Mb
- 3370 disc drive's capacity increased 27% to 730Mb. First drive priced at $35,480, second drive at $26,600 ($36 per Mb).

Impact

The new 4300s were not priced as aggressively as many in the industry expected, but that is not to say they are not aggressive. The 4361s are especially competitive since they do not require use of the 3880 storage controllers ($60,000), but instead use lower cost I/O adapters ($3,000). Another interesting point is that the 4361 is basically a 4331 with higher performance — from a 4331 to a 4361 is a field upgrade. The bottom line is this — the 4361 is the 4300 line's price/performance leader.

Although IBM's price/performance numbers look pretty good, sales are not made based on numbers alone. When selling in an IBM competitive environment, you must stress ***results***. Sell our ***known*** strengths in transaction processing, ease-of-use, compatibility, etc. against IBMs ***unknown*** new products. Performance, not just mips, is also a strong competitive point for HP.

Systems Performance has won many deals for HP against the IBM 43XX line of machines. We will not have real performance data on the new IBM systems for some time — but neither will they! We do, however, know ***exactly*** what all our 3000s can do. We have extensive performance guidelines on our products. Sell these facts and information that can be documented today. Challenge IBM's claims about their new systems. We will aggressively support benchmarking efforts against these 43XX systems — and we can win! If your prospect wants predictable, positive results — he wants HP. Let's help him see the light.

For additional information on the new IBM products or how to win against them, call 408-725-8111, Steve Schield, ext. 4998.

Lower rental rate for re-marketed 3000 products

Hal Eubanks/SRO

Customers placing rental orders on SRO may be eligible for reduced rental rates. For example, customers that currently have HP hardware and/or software may qualify for Right-to-Copy rates on their software and/or Additional Site Support rates on their hardware when placing their rental order with you.

Consider this attractive feature when presenting the features and options of the Rental Program to your customers. Contact SRO Sales Development (408-738-8858) for additional information.

ADCC to ATP upgrade program now available

Jeff Young/SRO

Now for your HP 3000, S/44 and S/48 customers, an exciting way to save when purchasing ATPs. As of November 1, 1983, up to two ADCCs (any combination of mains and extenders) can be returned for credit against the list price of an ATP Direct Connect Port Controller.

This upgrade program can help you sell more ATPs and additional terminals. Any S/44 or S/48 customer is a potential user of this upgrade program.

Ordering information

A maximum of two ADCCs and cables may be returned against the purchase of one ATP Direct Port Controller. Both ADCC mains and extenders are eligible in any combination. No system upgrade is necessary to participate in this program.

P/N	Description	Price (US List)
30145A	DSN/ATP Direct Connect Port Controller	$6,530
30018AN	DSN/ADCC Return Credit	850
30019AN	DSN/ADCC Return Credit	850
	Net List Price	$4,830

ADCC cables must be returned with each ADCC returned for credit. This upgrade is available today in the US, ICON and Europe. If you have any questions about this upgrade, check with Systems Re-Marketing Sales Development at 408-738-8858.

CSY announces support of new HP 7974A ½" mag tape

Kathryn Hoshor/CSY

On November 1, Greeley announced the HP 7974A, an exciting new, low-cost ½" magnetic tape drive. This product combines start-stop and streaming modes in one drive. The standard 7974A is formatted with 1600 (PE) characters per inch. In addition, for those occasional customers who require 800 (NRZI) cpi for compatibility or special applications, a dual density version (800/1600) is available.

Availability

Greeley and CSY have worked closely during the last year so that support for this new tape drive on MPE systems will coincide with first shipments of the 7974A. GLD is currently quoting ten-week availability for the 7974A standard product and twelve-week availability for the 800 cpi option. Initial support for the 7974A will be on a site-specific basis and will require installation of Q Delta I or Q Delta II and a special patch tape. While it is an exception to our normal procedure, this approach will protect our customers from delayed shipments and will allow immediate installation.

Support

Price and performance make the HP 7974A a very attractive solution for HP 3000 customers. Therefore, CSY has tested and will fully support two 7974A tape drives on each of the current HP 3000 systems — the Series 39, 40/42, 44/48, and 64/68. The current maximum of four tape drives on the Series 39, 40 and 42 and eight tape drives on the Series 44, 48, 64 and 68 will remain the same. Also, the combination of HP 7974A and HP 7976A tape drives must not exceed two on any system.

Configuration

At introduction, the 7974A may be configured as the Cold Load tape on the Series 39 and 4X systems. It will not be supported on the Series 64/68, however, as the only tape drive until approximately January, 1984. CSY currently has a lab project underway to update the Series 64/68 DCU firmware. This update will allow the 7974A, and other future tape and disc products, to be fully supported as Cold Load devices on the Series 6X. You will be notified as soon as this firmware update is available.

Also in this issue

HP 7974A literature pack sent directly to field 23

Computer Museum

FINANCIALS

HPFA Customer Profile #0000006

Leslie A. Kriese/FSO

Name:*

Business type: Commodities Brokerage House

Geographic location: Midwest

Size: Major house, with 140 branches

Reasons for purchasing HPFA:

- Flexibility of data entry and retrieval
- HP Report Facility's flexibility and ease-of-use
- Local support
- Most cost-effective solution.

Application of HPFA: They have implemented HP General Ledger, HP Accounts Payable and HP Report Facility.

Previous system: Service bureau

Implementation time: 8,000 General Ledger accounts with over 180,000 entries were loaded in only 2 months.

Why the competition lost to HPFA: Competition included an IBM system with IBM software, an IBM system with third party software, and Collier-Jackson.

IBM lost due to its small account and cost-center fields. Additionally, none of the competition could match HP Report Facility's reporting capabilities.

Customer quote: "It was a painless, efficient conversion, which took only two months. We're more than happy so far, and I'm sure it will continue". — The Controller

Favorite computer vendor: Hewlett-Packard

HP SR: Curt Hamblin

HP CSR: Paul Zander

For additional information on this customer, please contact Leslie Kriese at FSO, 408-263-7500, ext. 5048.

HPPAY Early Success Program

Martha Linenburger/FSO

HPPAY, a bundled product of payroll software and HP-ASSIST implementation for the HP 3000, is now ready to introduce. You have told us that sales success for software applications is based in large part on availability of reference sites. We hear you!

A network of reference sites for HPPAY is now being established. Our HPPAY introduction goal is one reference site per Sales Area prior to formal public announcement of product availability.

The HPPAY Early Success Program is being managed by the Area Application Center Managers. If you have an excellent reference candidate for the Early Success Program, contact your local Application Center Manager.

HP Financial Accounting — good news for CSRs

Angela Ramsay/APO

Customer Support Representatives will be pleased to hear of two new tools from Boeblingen to help close deals for HP Financial Accounting.

The first is a *Special-Purpose Demo,* produced at request from the field. This demo can be installed by a non-technical person at your customer site (assuming the system is properly configured) in less than one hour and includes script and instructions for four online demos: HP General Ledger, HP Accounts Payable, HP Accounts Receivable and HP Report Facility. It provides examples of most of the products' more important features set against the backdrop of a real-life storyline. This "dummy" system has been carefully designed so that only the tasks necessary to the demo can be performed.

The demo is being distributed by FSO in North America. APO has sent a copy to all CACs. Extra copies can be ordered from FSO (C6) or APO (B2), quoting part number 32304-60200 for the complete kit, which consists of a workbook (P/N 32304-90300) and magnetic tape containing the demo and data (P/N 32304-11003).

The second tool, *DSRUTIL* will be made available to you over the next couple of weeks and will be invaluable in helping you determine disc space requirements for HP Financial Accounting. Inputs for the space requirements calculations are the required configuration and the parameters which describe the customer's volume of data. Please do not order this easy-to-use software yet. As soon as it is available, a copy will automatically be sent to all CACs, along with information about how to order extra copies. The DSRUTIL will be made available in North America via FSO.

Make sure you don't miss out on these two important new tools.

MANUFACTURING

HP divisions are implementing MPN applications

Bob Greenfield/SMC

HP manufacturing divisions are implementing HP's MPN applications. Today, there are 16 divisions with MPN materials and production management products implemented and 21 divisions in the process of implementation (see table). This is a very strong endorsement of HP Materials Management/3000 and HP Production Management/3000 by HP's manufacturing community. You can tell your customers that MM/3000 PM/3000 are so good that HP manufacturing divisions are selecting them when they shop for manufacturing operation planning and control systems.

Our non-HP customers are also heavily endorsing MM and PM. Since MM/3000 was introduced in late 1980, we have sold over 750 copies of MM and PM, worldwide. This makes us the second largest supplier of materials and shop floor planning and control software for manufacturers (only IBM has sold more).

If you want to use one of these facilities as a reference, please call your manufacturing application sales center contact to make the arrangements.

	HP Materials Management/3000	HP Production Management/3000
Divisions Implemented	Fort Collins Systems Division New Jersey Division Systems Remarketing Division Boeblingen General Systems Division Puerto Rico Division Corporate Tax, Licenses & Customs Bristol Computer Peripherals Computer Support Division — Roseville Computer Support Divison — Software Distribution Center Guadalajara Division Roseville Terminals Division Fort Collins Systems Technology Operation	Data Systems Division Fab Shop Boeblingen General Systems Division Computer Systems Division Stanford Park Division
Divisions Implementing	Optoelectronics Division Stanford Park Division Santa Clara Division Lake Stevens Instrument Division HP Labs Colorado Springs Division Campinas, Brazil Loveland Instrument Division Computer Systems Division — Roseville Spokane Division Singapore Division Malaysia Division	Grenoble Division Fort Collins Systems Division Engineering Systems Division Network Measurement Division New Jersey Division Roseville Board Repair Santa Clara Division Lake Stevens Instrument Division Boeblingen Desktop Computer Division

MASS STORAGE

3½" microfloppy questions? We've got more answers

Kathy Kimball/GLD

Here we go with Part 2 of the *Most often asked questions about our 3½" microfloppy.*

Question: The 3½" size seems very small. Can it hold enough data to be useful?

Answer: At 270Kb of formatted capacity, our microfloppy has the same capacity as our 5¼" double-sided, double-density minifloppy. Yes, it is smaller but it offers the same capacity.

Q: Is there potential for higher capacities on the 3½" unit?

A: Yes. The current HP products employ only one side of the media. Sony has announced a double-sided version of this disc drive. Also, potential exists for higher-density bit packing on each side. Industry expectations are for the microfloppy to reach 1.2Mb formatted capacity within a year.

Q: With all this capacity on such a small disc, has the error rate been a problem due to the high densities involved?

A: No, the error rate has not been a problem. In fact, our experience in the past nine months has shown us that the microfloppy system is more reliable than the 5¼" system. This reliability is reflected in an audit test we are running in our production area.

Q: There are four different standards being proposed for the microfloppy by the ANSI X3B8 Technical Subcommittee. Is one proposal emerging as the leader?

A: The 3½" format is leading in the marketplace. Far more 3½" units have been shipped to customers than the other sub-four-inch formats. Most of the 3½" drives have been used in products from HP. In addition, some 23 computer, computer-peripheral and media manufacturers endorsed the 3½" format. This group, which includes Verbatim, Shugart, Apple™ and Atari, is known as the Microfloppy Industry Committee.

HP 7974A literature pack sent directly to the field

Sandy Hansen/GLD

By now, you should all have your copies of the new sales training manual, flyers, and data sheets announcing our new 1600/800 cpi ½" tape drive, the HP 7974A. Greeley Division sent the envelopes directly to SRs. You will notice that these publications do not have publication numbers on the back. These are strictly interim pieces because we are in the process of updating our tape family publications; new family brochures and data sheets will be available in January. If you need additional literature, send a TWX to Sandy Hansen in Greeley, COMSYS 5800, and we will send some out to you. Let us know how you like the pieces, what you found useful, what you would like to see included. We want to help you sell tape drives.

HP 7970EN tape drive credit change

Diane Leeds/SRO

All things must change, including upgrade credits. The HP 7970EN credit was first introduced in November, 1981, and the dollar amount has remained constant ever since. However, market values have declined and it is therefore necessary to decrease this upgrade credit accordingly.

The 7970EN credit will be reduced in January, 1984. The net reduction of the credit will be approximately $1,000. However, after this reduction, your customers can expect to receive a total credit value of nearly $2,000 for the return of a 7970E tape drive.

Please advise your upgrade customers of this coming reduction in credit so both you and they can plan accordingly.

Also in this issue

CSY announces support of new HP 7974A ½" mag tape 20

DMD announces open-line consulting for the SEO

Katie Kolstad/DMD

Disc Memory Division's Marketing Department has recently created a new group called Storage Systems Marketing (SSM). One of the functions of this group is to be the SEO contact for DMD.

SSM can assist the SEO on various issues, such as performance, operational questions, and help with problem sites. SSM not only interfaces with the SEO but with DMD's Service Engineering (CEO contact), DMD's labs, and the support organizations and labs in HP's systems divisions.

There is one person associated with each of the systems divisions that support DMD's disc drives.

These people are:

Katie Kolstad (ext. 2162)	HP 3000
Carol Hubecka (ext. 3500)	HP 9000
Craig Fix (ext. 3165)	HP 1000

Keith Braunwalder (ext. 2161), now working with a lab team on an application project, will soon be working with Katie on HP 3000 support. Kevin Magenis (ext. 2689) is the group's manager.

The Storage Systems Marketing Team will also be involved in other projects affecting the SEO such as determining the need for disc product user guides and application notes, and managing alpha and beta sites for new disc products.

For more information on our group, please feel free to give one of us a call. We'll be looking forward to hearing from you.

Note: Disc Memory Division's telephone number is 208-376-6000. This will change sometime in November, 1983. The new number will be 208-323-6000. At that time you will be able to direct dial any number (208-323-extension) or use TELNET (323-extension).

PRINTERS

HP 2685 — MCI's choice for new electronic postal system

Cathy Lyons/IPG

Hewlett-Packard has been chosen as the print vendor to provide laser printing products for MCI's new electronic postal system, MCI MAIL®. Announced in September 1983, MCI MAIL provides storage and forward message service with input from personal computers, terminals, and word processors. Subscribers send messages through a packet-switched network to a receiver's terminal. If hard copy is required, the message is sent to an HP 2685 laser print station at any of 15 locations, where the message is printed and then delivered by courier or mailed through the U.S. Postal Service.

Richard A. Hackborn, HP vice president and general manager of the Information Products Group, said HP's complete networking and printing capabilities were key factors in MCI's decision. "There are other computer and datacommunication vendors contributing services and products to MCI's electronic postal network. HP was chosen based on our ability to communicate directly with other vendors' equipment coupled with the sophisticated printing capabilities of the HP 2680 laser page printer."

The HP 2685 print station used in MCI MAIL consists of an HP 2680 laser page printer, an HP 3000 Series 40, HP graphics software, terminals, and disc and tape storage. With custom software from HP, it links to other vendors' computer equipment and software incorporated into the network.

The HP 2685 can print any combination of text, letterhead, logos and signatures. Graphics information is input by a digital camera scanner and graphics software designed by HP for this application. Once the letterhead and signature have been registered and input, the subscriber can send electronic messages, which may be printed at any of the 15 US locations.

MCI MAIL is a US registered trademark of MCI.

HP 2688 opens new doors in Europe

Angela Ramsay/BDG

The first order has been booked for the HP 2688 desktop laser printer in Europe and the printer shows every sign of being a big hit. When congratulated on the sale, John Mooney, SR at the Winnersh office in the UK, replied: "It sold itself really!"

John made the sale to the Corporate Finance department at The Plessey Company plc, a UK major account. The department became interested in using a laser printer for their regular reports after they printed out four trial pages of their monthly main board brochure on an HP 2680 in one of the manufacturing businesses of the company. They were able to save one and a half work-days over their manual system for the trial pages and were highly impressed with the quality of the output. However, they did not feel they could justify the full-blown product for their department alone. The HP 2688 desktop laser printer with graphics capability provided the answer and the department rushed in their order to become the first HP 2688 customer in Europe. They plan to use the printer for all weekly, monthly, and quarterly financial management reports to the group's main board of directors in addition to annual budget brochures and statutory accounts data.

Notwithstanding John's modesty, congratulations to him for setting the ball in motion in Europe. HP's new family of desktop laser printers opens doors for departmental and small company sales. Make sure your customers know about it.

TERMINALS

Refurbished 13222N cables available for sale

Rhonda Livingston/SRO

For North America Only

The 13222N US Modem Cable used to connect HP 262X terminals to HP 1000, 2000 and 3000 systems are now available through the Used Lease Equipment Program for the low cost of $60 each.

These cables are a limited quantity item and must be reserved before making a quote.

CUSTOMER SUPPORT

Also in this issue

800-FOR-HPPC Telemarketing	7
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COMPUTER SUPPLIES

We can answer those tough computer supplies questions

Linda Ness/CSO

- What is industry standard for flagged tracks on HP 12940A discs?
- Discounts on quantity purchases of 98200A data cartridges stop at quantity 99 in the *Computer Users Catalog*. What kind of special pricing can I get on an order for larger quantities?
- What is the chemical composition of CSO magnetic head cleaner solution?

There is an easy way for you and your customers to get answers to questions like these. All it takes is a phone call to one of CSO's sales support reps listed below.

Region	Sales Support Rep	Phone (TELNET or Direct Dial)
Eastern, Canada	Gussie Kunimoto	408-720-2337
Midwest	Susan Sower	408-720-2343
Neely	Debbie Litle	408-720-2327
Southern	Theresa Streit	408-720-2490

CSO DIRECT ORDER

CSO Fast Phones — the easy, direct way for customers to order supplies, accessories, media, furniture and software.

Location	Telephone Number
United States	800-538-8787
California	408-738-4133
United Kingdom	0734-792868
	0734-792959
France	(6) 928 32 64
Belgium/Luxembourg	(02) 762 32 00
Switzerland	(057) 31 22 54
	or 31 22 59
Canada	(416) 678 94 30
West Germany	07031-142829
	07031-223133
The Netherlands	020-470639
South Africa	802-5111
	53-7954
	28-4178

Also in this issue

Anti-glare filters go personal — on the HP-86	11
New Series 9800 Exchange Library catalog	16

Computer Groups price changes effective November 1, 1983

These prices, effective November 1, 1983, appear on the Corporate Price List on that date, available in your office. Prices are US List unless otherwise noted. Orders at old prices will be honored at the factories for 30 days (or 60 days in the case of government quotes, see exception, III. GSA) after the effective date of an increase. All quotations, either verbal or written, shall be made at the new prices upon the effective date of the new price list. The customer should be notified that his order will be honored at the lower price if it is received within the 30-day grace period. Price decreases are effective immediately and in-house orders shipped 5 working days prior to the announced decrease date will be billed at the new lower price.

Product No.		Description	Current Price	New Price
12092A	Opt. 001	FIRMWARE UPDATE	-445	-1,805
32270Q		MUS FOR PM/3000	15	8
32270S		SSS FOR PM/3000	100	65
32270T		FUNC. CSS-PM/3000	150	225
32270V		V PROD.-PM/3000	80	45
35128A		INTRO TO HP-UX	580	725
35128X		INTRO TO HP-UX	5,800	7,250
35128X	Opt. 001	ONE ADDL STUDENT	60	100
35129X	Opt. 001	ONE ADDL STUDENT	40	60
41CX	Opt. 001	41CX CUSTOM CALC	325	00
45500B		HP 125 COMPUTER	2,775	1,920
45591A		SALES INVOICING	00	750
45600A		HP 120 COMPUTER	2,775	1,920
45605A		120 BUNDLED SPEC	3,795	3,190
82803G		FINANCE PAC GER	00	95
9020A		HP 9000 MODEL 20	34,810	30,000
9020A	Opt. 240	ADD'L 256 KBYTES	3,025	1,520
9020B		HP 9000 MODEL 20	28,250	35,000
9020B	Opt. 240	ADD'L 256 KBYTES	3,025	1,520
9020C		HP 9000 MODEL 20	43,890	50,000
9020C	Opt. 240	ADD'L 256 KBYTES	3,025	1,520
9030A	Opt. 240	ADD'L 256 KBYTES	3,025	1,520
9040A	Opt. 240	ADD'L 256 KBYTES	3,025	1,520
92171Q		PALM REST	49	49
97040A		256K BYTES RAM	3,025	1,520
97043A		ADDITIONAL CPU	9,585	7,500
97050A		BASIC LANGUAGE	4,035	2,500
97050A	Opt. 001	UPGRADE DISC	-1,600	-1,000
97050M		RTR BASIC LANG	2,020	1,250
97050M	Opt. 001	UPGRADE DISCOUNT	-800	-500
97050R		BASIC LANGUAGE	2,020	1,250
97050R	Opt. 001	UPGRADE DISCOUNT	-800	-500
97052A		BASIC 3D GRAPHIC	3,025	1,200
97052A	Opt. 001	UPGRADE DISCOUNT	-1,200	-480
97052M		RTR 3D GRAPHICS	1,515	600
97052M	Opt. 001	UPGRADE DISCOUNT	-600	-240
97052R		RTR 3D GRAPHICS	1,515	600
97052R	Opt. 001	UPGRADE DISCOUNT	-600	-240
97053A		IMAGE DBM/BASIC	3,025	1,200
97053A	Opt. 001	UPGRADE DISCOUNT	-1,200	-480
97053M		RTR IMAGE DBM	1,515	600
97053M	Opt. 001	UPGRADE DISCOUNT	-600	-240
97053R		RTR IMAGE DBM/BA	1,515	600
97053R	Opt. 001	UPGRADE DISCOUNT	-600	-240
97080A		MULTI-USER HP-UX	7,565	5,000
97080A	Opt. 003	UPGRADE CREDIT	-2,000	-1,500
97080A	Opt. 005	ADDITIONAL COPY	-3,750	-2,500
97081A		FORTRAN 77 MU	6,055	4,500
97081A	Opt. 001	UPGRADE DISCOUNT	-2,400	-1,800
97081A	Opt. 003	UPGRADE CREDIT	-2,000	-1,500
97081M		RTR FORTRAN 77 MU	3,025	2,250
97081M	Opt. 001	UPGRADE DISCOUNT	-1,200	-900
97081M	Opt. 003	UPGRADE DISCOUNT	-1,000	-750
97081R		RTR FORTRAN 77 MU	3,025	2,250
97081R	Opt. 001	UPGRADE DISCOUNT	-1,200	-900
97081R	Opt. 003	UPGRADE DISCOUNT	-1,000	-750
97082A		PASCAL MU	6,055	4,500
97082A	Opt. 001	UPGRADE DISCOUNT	-2,400	-1,800
97082A	Opt. 003	UPGRADE DISCOUNT	-2,000	-1,500
97082M		RTR PASCAL MU	3,025	2,250
97082M	Opt. 001	UPGRADE DISCOUNT	-1,200	-900
97082M	Opt. 003	UPGRADE DISCOUNT	-1,000	-750
97082R		RTR PASCAL MU	3,025	2,250
97082R	Opt. 001	UPGRADE DISCOUNT	-1,200	-900
97082R	Opt. 003	UPGRADE DISCOUNT	-1,000	-750
97089A		MULTI-USER HP-UX	7,565	5,000
97089A	Opt. 003	SINGLE USER TO M	-2,000	-1,500
97089A	Opt. 005	ADDITIONAL COPY	-3,750	-2,500
98211A		MATRIX ROM	265	289
98217A		9885 ROM	480	518
98224A		SYSTEMS PROG ROM	265	289
98228A		9895/9885 ROM	530	572
9825B		DESKTOP COMPUTER	8,170	8,830
9825T		DESKTOP COMP SYS	8,680	9,375
98251F		9825A UPGRADE KIT	2,120	2,290
98252F		9825B UPGRADE KIT	1,060	1,145

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